

Press Release



Eva Longoria launches Damiani store at The Shoppes at Marina Bay Sands *Leading Italian luxury jeweller opens second boutique in Singapore*

Singapore (28 May 2014) – The Shoppes at Marina Bay Sands today welcomed award-winning American actress and philanthropist Eva Longoria for Damiani's 90th anniversary celebrations and official store opening event.



Italian luxury jeweller Damiani opens at The Shoppes at Marina Bay Sands with Hollywood star Eva Longoria

Damiani, one of the leading designers and manufacturers of high-end jewellery and luxury watches in the world, is the latest brand to join the existing collection of watch and jewellery labels at The Shoppes at Marina Bay Sands. The shopping destination houses the largest collection of premium luxury labels in Singapore under one roof.

Mr. Guido Damiani, CEO of Damiani, said, "I am glad to be here for the opening of our second boutique in Singapore, at The Shoppes at Marina Bay Sands, a shopping mall with one of the largest collections of luxury boutiques in the region. This is also the second boutique we open with Sands Corporation, after the one at The Venetian Macau. It is an extremely valuable partnership, and we look forward to co-operating further."



Damiani celebrates its 90th anniversary and newest store opening at The Shoppes at Marina Bay Sands, Asia's leading luxury shopping destination

[From left: Mrs and Mr Ulrich Buchholtz (Chairman of Schmidt Group), Miss Eva Longoria, Mr Guido Damiani (CEO of Damiani) and Mr George Tanasijevich (President and CEO, Marina Bay Sands)]



Eva Longoria graced the Damiani press conference held at ArtScience Museum at Marina Bay Sands today

[From left: Mr Guido Damiani (CEO of Damiani), Miss Eva Longoria and Mr John Postle (Vice President of Retail, Marina Bay Sands)]

In celebration of the brand's 90th anniversary, Damiani will be exhibiting *Damiani, Celebrating 90 Years of Excellence and Passion* at The Shoppes at Marina Bay Sands from 21 to 29 May. This exhibition will feature 10 pieces of limited edition jewellery. Each piece is inspired by a decade of Damiani's history to date.



Each piece of jewellery at the Damiani, Celebrating 90 Years of Excellence and Passion exhibition is inspired by a decade of Damiani's history to date

Mr. John Postle, Vice President of Retail, Marina Bay Sands, said, "The Shoppes at Marina Bay Sands is very pleased to welcome a world-class retail brand like Damiani to join our luxurious array of watch and jewellery offerings. We would like to congratulate the Damiani Group, and we hope to unveil even more exclusive retail gems for our shoppers in the months to come."

Mr. Damiani added, "In general, Asia is an extremely rewarding market for Damiani, where we have more than 30 boutiques and are planning new openings. Damiani is particularly successful in Singapore, where its style has met the sophisticated taste of the local clientele, who appreciates craftsmanship and quality."

In a bid to help raise funds for local non-profit organisations, the luxury brand and Eva Longoria have also generously contributed the Damiani Gomitolo silver bracelet with diamond. This bracelet will be displayed at The Shoppes at Marina Bay Sands as part of an auction linked to Sands for Singapore Festival (1-3 August 2014).

This charity auction will be one of the many components at the annual charity festival organised by Marina Bay Sands through its corporate social responsibility arm to raise funds towards Business Times Budding Artists Fund and The Straits Times School Pocket Money fund. These two charities cater to youth from low income families.



The Damiani Gomitolo Silver Bracelet with diamond is an auction piece in a silent celebrity charity auction at the upcoming Sands for Singapore Festival, a part of Marina Bay Sands' corporate social responsibility programme

Founded in 1924 in Valenza Italy, Damiani remains as one of the few family-owned luxury jewellers today known for designing and manufacturing high-end jewellery and luxury watches. The brand first designed for noble families, and later acquired increasing fame in Italy and across the world.

The Damiani Group is in Italy and major markets worldwide with fully owned subsidiaries in the most exclusive streets of the world's major cities. The boutique at The Shoppes at Marina Bay Sands will be its second boutique in Singapore after Scotts Square.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com